



Council President
Cynthia A. Sterling
District Three

Media Alert

FOR IMMEDIATE RELEASE
Wednesday, December 9, 2009

Contact: Officer Oliver Baines,
(559) 960-8038

Santa's Village Returns to Southwest Fresno

Fresno, CA – Bringing Broken Neighborhoods Back to Life (BBNBTL) will, for its sixth year, host Santa's Village. The event will run December 9th – 11th and 16th – 18th, from 5pm to 8pm at the Southwest Policing District in Kearney Palms Shopping Center.

Due to transportation difficulties, many families in Southwest Fresno are unable to make it to Manchester Center or Fashion Fair Mall for pictures with Santa, so in 2004 BBNBTL brought Santa to Southwest families. On Wednesday December 9th at 5pm Santa and Mrs. Claus will arrive in a limousine led by the Edison High School marching band. Mayor Ashley Swearengin, Police Chief Jerry Dyer and Council President Cynthia Sterling will conduct opening ceremonies for the event.

Last year Santa's village served an estimated 3,000 and expects to serve close to 5,000 this year. In addition to a free photo with Santa and Mrs. Claus, children receive free hot chocolate, free corndogs and clothing. Though Southwest residents were the initial target, the event is open to all.

The event is a culmination of year-round BBNBTL outreach done through neighborhood block-parties. A collaboration between the community, faith-based organizations and police, BBNBTL, through block-parties, goes out into some of Southwest Fresno's most neglected neighborhoods to bring services to and establish relationships with the community.

For more information contact Fresno Police Officer Oliver Baines at (559) 960-8038 or Audrey Redmond at (559) 213-5925.

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